AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) ~~In a product search engine, a~~ A method for ~~displaying~~ generating search results for display in response to a search query, comprising:

obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of a selected cue from a plurality of cues; ~~generated by a user;~~

performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

obtaining search results ~~comprising~~ that reference a set of products ~~links, each of the links being associated with a web document~~ determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and ~~and advertising associated with the product search query and distinct from the set of links;~~

outputting instructions for displaying the selected cue of the set of products ~~links~~ on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, ~~a selected one of a plurality of user-selectable formats,~~ wherein the plurality of ~~user-selectable~~ output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displaying information corresponding to the selected cue of one product~~,~~ ~~and every cell displaying information about a different product; and~~

~~displaying the advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats.~~

2.   (Canceled)

3.   (Canceled)

4.   (Currently Amended) The method of claim 1, further comprising:
        generating, for each of the set of products ~~links~~, ~~generating~~ a first set of cues for
            output in a first one of the plurality of ~~user-selectable~~ output formats, and
            ~~generating~~ a second set of cues for output in a second one of the plurality
            of ~~user-selectable~~ output formats.

5.   (Original) The method of claim 4, further comprising generating the first set
of cues for output as a first type of media and the second set of cues as output as a second
type of media.

6.   (Currently Amended) The method of claim 4, further comprising generating
the first set of cues for output as text, and generating the second set of cues for output as a
truncated version of the first set of cues.

7.   (Currently Amended) The method of claim 5, further comprising generating
the first set of cues for output as an image.

8.   (Original) The method of claim 5, further comprising generating the first set
of cues for output as audio.

9.   (Original) The method of claim 5, further comprising generating the first set
of cues for output as text.

10.   (Canceled)

11.   (Canceled)

12.   (Canceled)

13.   (Canceled)

14.   (Canceled)

15.   (Canceled)

16.   (Canceled)

17.   (Canceled)

18.   (Canceled)

19.   (Canceled)

20.   (Currently Amended) An apparatus for <u>generating search results for display</u> ~~searching a database~~ in response to a search query comprising:

   a storage area to store a set of instructions; and

   a processor, coupled to the storage area, to execute the instructions which cause
      the processor to:

   <u>obtain a user generated product search query for relevant products, together
      with a first user selection of a selected output format from a plurality
      of output formats and a second user selection of a selected cue from a
      plurality of cues;</u>

   <u>perform the product search query for relevant products, the performing being
      done in response to obtaining the product search query, the first user
      selection, and the second user selection;</u>

   <u>obtain search results that reference a set of products determined to be
      responsive to the product search query, the set of products being
      associated with the plurality of cues; and</u>

   <u>outputting instructions for displaying the selected cue of the set of products on
      a search result page in an order corresponding to a relevance ranking
      and in the selected output format according to the first user selection
      and the second user selection, wherein the plurality of output formats
      includes a grid view and a list view, wherein the grid view is</u>

comprised of a plurality of cells, and each cell displaying information corresponding to the selected cue of one product.

~~obtain a set of search results from a database in response to a query; and~~

~~generate the set of search results for output on a search result page in an order corresponding to a relevance ranking and in a first format, wherein a first set of cues are output for one of the set of search results in response to user selection of a grid view, wherein the grid view is comprised of a plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product;~~

~~generate the set of search results for output on the search result page in the order corresponding to the relevance ranking and in a second format, wherein a second set of cues are output for one of the set of search results in response to user selection of a list view; and~~

~~generate advertising associated with the query and distinct from the set of search results for display on the search result page at a location determined responsive to a view selected by the user.~~

21.   (Currently Amended) The apparatus of claim 20, wherein the <u>instructions further cause the processor to:</u>

<u>generate, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.</u>

~~first set of cues and second set of cues differ with respect to an amount of text included in each.~~

22.   (Currently Amended) The apparatus of claim 21, wherein the instructions <u>further cause the processor to:</u>

<u>generate the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.</u>

~~which cause the processor to generate the set of search results for output in a first~~
~~format comprise displaying the set of search results in a grid format,~~
~~wherein at least one of the set of search results includes a pictorial~~
~~representation of a product associated with that result.~~

23.   (Currently Amended) A product search engine system comprising:

means for obtaining a user generated product search query for relevant products,
together with a first user selection of a selected output format from a
plurality of output formats and a second user selection of a selected cue
from a plurality of cues;

means for performing the product search query for relevant products, the
performing being done in response to obtaining the product search query,
the first user selection, and the second user selection;

means for obtaining search results that reference a set of products determined to
be responsive to the product search query, the set of products being
associated with the plurality of cues; and

means for outputting instructions for displaying the selected cue of the set of
products on a search result page in an order corresponding to a relevance
ranking and in the selected output format according to the first user
selection and the second user selection, wherein the plurality of output
formats includes a grid view and a list view, wherein the grid view is
comprised of a plurality of cells, and each cell displaying information
corresponding to the selected cue of one product.

~~means for generating product-related search results in an order corresponding to a~~
~~relevance ranking, the results displayed on a search result page in a first~~
~~output format in response to user selection of a grid format, wherein the~~
~~grid format is comprised of a plurality of cells, each cell displaying~~
~~information corresponding to one product, and every cell displaying~~
~~information about a different product;~~

means for generating product-related search results in the order corresponding to the relevance ranking, the results displayed in a second output format in response to user selection of a list format; and

means for generating advertising distinct from the product-related search results for display on the search result page at a location determined responsive to a view selected by the user.

24.   (Currently Amended) The product search engine system of claim 23, <u>further comprising:</u>

means for generating, for each of the set of products, a first set of cues for output in a first one of the plurality of output formats, and a second set of cues for output in a second one of the plurality of output formats.

wherein the first output format includes displaying the product-related search results in a grid format comprising two or more columns.

25.   (Currently Amended) The method of claim 1, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each <u>product</u> document determined to be responsive to the query.

26.   (Currently Amended) The <u>apparatus of claim 21, wherein the instructions further cause the processor to:</u>

generate the first set of cues for output as text, and the second set of cues for output as a truncated version of the first set of cues.

method of claim 12, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the product search.

27.   (Currently Amended) The <u>apparatus of claim 21, wherein the instructions further cause the processor to:</u>

generate the first set of cues for output as an image.

> ~~method of claim 16, wherein the relevance ranking comprises a numerical value~~
> > ~~corresponding to a calculated relevance of each search result determined~~
> > ~~to be responsive to the query.~~

28.   (Currently Amended) The <u>apparatus of claim 21, wherein the instructions further cause the processor to:</u>

> <u>generate the first set of cues for output as audio.</u>
> ~~method of claim 18, wherein the relevance ranking comprises a numerical value~~
> > ~~corresponding to a calculated relevance of each search result determined~~
> > ~~to be responsive to the query.~~

29.   (Previously Presented) The method of claim 1, wherein the grid view comprises a rectangular matrix of rows and columns forming the plurality of cells.

30.   (Currently Amended) The <u>apparatus of claim 21, wherein the instructions further cause the processor to:</u>

> <u>generate the first set of cues for output as text.</u>
> ~~method of claim 1, wherein the location of the displayed advertising is user-~~
> > ~~configurable.~~

31.   (New) A computer-readable storage medium comprising executable computer program code for:

> obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of a selected cue from a plurality of cues;
> performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

obtaining search results that reference a set of products determined to be
responsive to the product search query, the set of products being
associated with the plurality of cues; and

outputting instructions for displaying the selected cue of the set of products on a
search result page in an order corresponding to a relevance ranking and in
the selected output format according to the first user selection and the
second user selection, wherein the plurality of output formats includes a
grid view and a list view, wherein the grid view is comprised of a plurality
of cells, and each cell displaying information corresponding to the selected
cue of one product.

32.   (New) The computer-readable storage medium of claim 31, further
comprising executable computer program code for:

generating, for each of the set of products, a first set of cues for output in a first
one of the plurality of output formats, and a second set of cues for output
in a second one of the plurality of output formats.

33.   (New) The computer-readable storage medium of claim 32, further
comprising executable computer program code for:

generating the first set of cues for output as a first type of media and the second
set of cues as output as a second type of media.